



AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST  
THE PROFESSIONAL SERVICES SCHEDULE (PSS)

**SIN 874-1 – INTEGRATED CONSULTING SERVICES:**

**NAICS 541611** Administrative Management and General Management Consulting Services

**SIN 874-4 – TRAINING SERVICES: Instructor Led Training, Web Based Training  
and Education Courses, Course Development and Test Administration**

**NAICS 611430** Professional and Management Development Training

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Reston, VA 20190  
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Contract Number: GS02F091AA

Period Covered by Contract: Jan. 18, 2018

Effective Date of GSA Price List: January 21, 2013

General Services Administration  
Federal Acquisition Service

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system at [www. Gsaadvantage.gov](http://www.Gsaadvantage.gov).

For more information on ordering from federal Supply Schedules click on the FSS Schedules button at [fss.gsa.gov](http://fss.gsa.gov).

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## CUSTOMER INFORMATION

### SCOPE OF SCHEDULE 00CORP, THE PROFESSIONAL SERVICES SCHEDULE (PSS)

#### Overview

Under the GSA Schedules Program (also referred to as Multiple Award Schedules and Federal Supply Schedules), GSA establishes long-term government-wide contracts with commercial firms to provide access to over four million commercial services and products. These can be order directly from GSA Schedule contractors or through the GSA Advantage! On-line shopping and ordering system.

#### Purpose

The purpose of this The Professional Services Schedule (PSS) Solicitation is to provide a full range of professional business services and related support products for consulting, facilitation, and training.

#### 1. GEOGRAPHIC SCOPE OF CONTRACT:

*Domestic delivery* is delivery within the 48 contiguous states, Alaska, Hawaii, Puerto Rico, Washington, DC, and U.S. Territories. Domestic delivery also includes a port or consolidation point, within the aforementioned areas, for orders received from overseas activities.

*Overseas delivery* is delivery to points outside of the 48 contiguous states, Washington, DC, Alaska, Hawaii, Puerto Rico, and U.S. Territories.

Offerors are requested to check one of the following boxes:

- ☐ The Geographic Scope of Contract will be domestic and overseas delivery.
- ☐ The Geographic Scope of Contract will be overseas delivery only.
- ☒ The Geographic Scope of Contract will be domestic delivery only.

#### 2. CONTRACTOR'S ORDERING ADDRESS AND PAYMENT INFORMATION:

**11343 Sunset Hills Road  
Reston, VA 20190**

Contractors are required to accept credit cards for payments equal to or less than the micro-purchase threshold for oral or written delivery orders. Credit cards will be acceptable for payment above the micro-purchase threshold. In addition, bank account information for wire transfer payments will be shown on the invoice.

The following telephone number(s) can be used by ordering activities to obtain technical and/or ordering assistance:

703-345-0010

#### 3. LIABILITY FOR INJURY OR DAMAGE

The Contractor shall not be liable for any injury to ordering activity personnel or damage to ordering activity property arising from the use of equipment maintained by the Contractor, unless such injury or damage is due to the fault or negligence of the Contractor.

#### 4. **STATIC DATA FOR GOVERNMENT ORDERING OFFICE COMPLETION OF STANDARD FORM 279:**

Block 9: G. Order/Modification Under Federal Schedule

Block 16: Data Universal Numbering System (DUNS) Number: 005806133

Block 30: Type of Contractor - A. Small Disadvantaged Business

- A. Small Disadvantaged Business
- B. Other Small Business
- C. Large Business
- G. Other Nonprofit Organization
- L. Foreign Contractor

Block 31: Woman-Owned Small Business – No

Block 36: Contractor's Taxpayer Identification Number (TIN): 54-2007837

4a. CAGE Code: 50GV6

4b. Contractor has registered with the System of Award Management.

#### 5. **FOB DESTINATION**

FOB Destination prices being offered include Alaska, Hawaii and the Commonwealth of Puerto Rico.

#### 6. **DELIVERY SCHEDULE**

a. **TIME OF DELIVERY:** The Contractor shall deliver to destination within the number of calendar days after receipt of order (ARO), as set forth below:

SPECIAL ITEM NUMBER	DELIVERY TIME (Days ARO)
874-1	As negotiated at time of ordering activity
874-4	As negotiated at time of ordering activity

b. **URGENT REQUIREMENTS:** When the Federal Supply Schedule contract delivery period does not meet the bona fide urgent delivery requirements of an ordering activity, ordering activities are encouraged, if time permits, to contact the Contractor for the purpose of obtaining accelerated delivery. The Contractor shall reply to the inquiry within 3 workdays after receipt. (Telephonic replies shall be confirmed by the Contractor in writing.) If the Contractor offers an accelerated delivery time acceptable to the ordering activity, any order(s) placed pursuant to the agreed upon accelerated delivery time frame shall be delivered within this shorter delivery time and in accordance with all other terms and conditions of the contract.

Items available for expedited delivery are noted in this price list. Overnight and 2 day delivery are available for some items. Contact the Contractor for rates.

#### 7. **DISCOUNTS:** Prices shown are NET Prices; Basic Discounts have been deducted.

- a. Prompt Payment: 1% - 20 days from receipt of invoice or date of acceptance, whichever is later.
- b. Quantity: None
- c. Dollar Volume:
  - 1. An additional 2% off for all orders are at and above \$50,000;
  - 2. An additional 3% off for all orders are at or above \$100,000;
  - 3. An additional 4% off for all orders are at or above \$200,000;
  - 4. An additional 5% off for all orders are at or above \$400,000;
  - 5. An additional 6% off for all orders are at or above \$500,000; and
  - 6. An additional 7% off for all orders are at or above \$700,000 and above

- d. Government Educational Institutions: Government Educational Institutions are offered the same discounts as all other Government customers (5%).
- e. Other

**8. TRADE AGREEMENTS ACT OF 1979, as amended:**

All items are U.S. made end products, designated country end products, Caribbean Basin country end products, Canadian end products, or Mexican end products as defined in the Trade Agreements Act of 1979, as amended.

**9. EXPORT PACKING: None**

**10. MINIMUM ORDER:** The Minimum Dollar Value of orders to be issued is \$5,000.

**11. MAXIMUM ORDER (All dollar amounts are exclusive of any discount for prompt payment.)**

- a. The Maximum Order value for the following Special Item Numbers (SINs) is \$1,000,000:  
Special Item Number 874-1 – Integrated Consulting Services  
Special Item Number 874-4 – Training Services: Instructor Led Training, Web Based Training and Education Courses, Course Development and Test Administration

**12. ORDERING PROCEDURES FOR FEDERAL SUPPLY SCHEDULE CONTRACTS**

Ordering activities shall use the ordering procedures of Federal Acquisition Regulation (FAR) 8.405 when placing an order or establishing a BPA for supplies or services. These procedures apply to all schedules.

- a. FAR 8.405-1 Ordering procedures for supplies, and services not requiring a statement of work.
- b. FAR 8.405-2 Ordering procedures for services requiring a statement of work.

**13. CONTRACTOR TASKS / SPECIAL REQUIREMENTS (C-FSS-370) (NOV 2003)**

- (a) Security Clearances: The Contractor may be required to obtain/possess varying levels of security clearances in the performance of orders issued under this contract. All costs associated with obtaining/possessing such security clearances should be factored into the price offered under the Multiple Award Schedule.
- (b) Travel: The Contractor may be required to travel in performance of orders issued under this contract. Allowable travel and per diem charges are governed by Pub .L. 99-234 and FAR Part 31, and are reimbursable by the ordering agency or can be priced as a fixed price item on orders placed under the Multiple Award Schedule. Travel in performance of a task order will only be reimbursable to the extent authorized by the ordering agency. The Industrial Funding Fee does NOT apply to travel and per diem charges.
- (c) Personnel: The Contractor may be required to provide key personnel, resumes or skill category descriptions in the performance of orders issued under this contract. Ordering activities may require agency approval of additions or replacements to key personnel.
- (d) Organizational Conflicts of Interest: Where there may be an organizational conflict of interest as determined by the ordering agency, the Contractor's participation in such order may be restricted in accordance with FAR Part 9.5.
- (e) Documentation/Standards: The Contractor may be requested to provide products or services in accordance with rules, regulations, OMB orders, standards and documentation as specified by the agency's order.
- (f) Government-Furnished Property: As specified by the agency's order, the Government may provide property, equipment, materials or resources as necessary.

- (g) **Availability of Funds:** Many Government agencies' operating funds are appropriated for a specific fiscal year. Funds may not be presently available for any orders placed under the contract or any option year. The Government's obligation on orders placed under this contract is contingent upon the availability of appropriated funds from which payment for ordering purposes can be made. No legal liability on the part of the Government for any payment may arise until funds are available to the ordering Contracting Officer.
- (h) **Overtime:** For professional services, the labor rates in the Schedule should not vary by virtue of the Contractor having worked overtime. For services applicable to the Service Contract Act (as identified in the Schedule), the labor rates in the Schedule will vary as governed by labor laws (usually assessed a time and a half of the labor rate).

**14. CONTRACT ADMINISTRATION FOR ORDERING ACTIVITIES:** Any ordering activity, with respect to any one or more delivery orders placed by it under this contract, may exercise the same rights of termination as might the GSA Contracting Officer under provisions of FAR 52.212-4, paragraphs (l) Termination for the ordering activity's convenience, and (m) Termination for Cause (See 52.212-4)

#### **15. GSA ADVANTAGE!**

GSA Advantage! is an on-line, interactive electronic information and ordering system that provides on-line access to vendors' schedule prices with ordering information. GSA Advantage! will allow the user to perform various searches across all contracts including, but not limited to:

- (1) Manufacturer;
- (2) Manufacturer's Part Number; and
- (3) Product categories.

Agencies can browse GSA Advantage! by accessing the Internet World Wide Web utilizing a browser (ex: NetScape). The Internet address is <http://www.fss.gsa.gov/>.

#### **16. PURCHASE OF OPEN MARKET ITEMS**

NOTE: Open Market Items are also known as incidental items, noncontract items, non-Schedule items, and items not on a Federal Supply Schedule contract. ODCs (Other Direct Costs) are not part of this contract and should be treated as open market purchases. Ordering Activities procuring open market items must follow FAR 8.402(f).

For administrative convenience, an ordering activity contracting officer may add items not on the Federal Supply Multiple Award Schedule (MAS) -- referred to as open market items -- to a Federal Supply Schedule blanket purchase agreement (BPA) or an individual task or delivery order, **only if-**

- (1) All applicable acquisition regulations pertaining to the purchase of the items not on the Federal Supply Schedule have been followed (e.g., publicizing (Part 5), competition requirements (Part 6), acquisition of commercial items (Part 12), contracting methods (Parts 13, 14, and 15), and small business programs (Part 19));
- (2) The ordering activity contracting officer has determined the price for the items not on the Federal Supply Schedule is fair and reasonable;
- (3) The items are clearly labeled on the order as items not on the Federal Supply Schedule; and
- (4) All clauses applicable to items not on the Federal Supply Schedule are included in the order.

#### **17. CONTRACTOR COMMITMENTS, WARRANTIES AND REPRESENTATIONS**

a. For the purpose of this contract, commitments, warranties and representations include, in addition to those agreed to for the entire schedule contract:

- (1) Time of delivery/installation quotations for individual orders;

(2) Technical representations and/or warranties of products concerning performance, total system performance and/or configuration, physical, design and/or functional characteristics and capabilities of a product/equipment/ service/software package submitted in response to requirements which result in orders under this schedule contract.

(3) Any representations and/or warranties concerning the products made in any literature, description, drawings and/or specifications furnished by the Contractor.

b. The above is not intended to encompass items not currently covered by the GSA Schedule contract.

#### **18. OVERSEAS ACTIVITIES**

The terms and conditions of this contract shall apply to all orders for consulting, facilitation and training in areas listed in the pricelist outside the 48 contiguous states and the District of Columbia, except as indicated below:

None

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Upon request of the Contractor, the ordering activity may provide the Contractor with logistics support, as available, in accordance with all applicable ordering activity regulations. Such ordering activity support will be provided on a reimbursable basis, and will only be provided to the Contractor's personnel whose services are exclusively required for the fulfillment of the terms and conditions of this contract.

#### **19. BLANKET PURCHASE AGREEMENTS (BPAs)**

The use of BPAs under any schedule contract to fill repetitive needs for supplies or services is allowable. BPAs may be established with one or more schedule contractors. The number of BPAs to be established is within the discretion of the ordering activity establishing the BPA and should be based on a strategy that is expected to maximize the effectiveness of the BPA(s). Ordering activities shall follow FAR 8.405-3 when creating and implementing BPA(s).

#### **20. CONTRACTOR TEAM ARRANGEMENTS**

Contractors participating in contractor team arrangements must abide by all terms and conditions of their respective contracts. This includes compliance with Clauses 552.238-74, Industrial Funding Fee and Sales Reporting, i.e., each contractor (team member) must report sales and remit the IFF for all products and services provided under its individual contract.

#### **21. SECTION 508 COMPLIANCE**

If applicable, Section 508 compliance information on the supplies and services in this contract are available in Electronic and Information Technology (EIT) at the following:

Section 508 compliance is in process.

The EIT standard can be found at: [www.Section508.gov/](http://www.Section508.gov/).

#### **22. PRIME CONTRACTOR ORDERING FROM FEDERAL SUPPLY SCHEDULES.**

Prime Contractors (on cost reimbursement contracts) placing orders under Federal Supply Schedules, on behalf of an ordering activity, shall follow the terms of the applicable schedule and authorization and include with each order –

(a) A copy of the authorization from the ordering activity with whom the contractor has the prime contract (unless a copy was previously furnished to the Federal Supply Schedule contractor); and

(b) The following statement:

This order is placed under written authorization from \_\_\_\_\_ dated \_\_\_\_\_. In the event of any inconsistency between the terms and conditions of this order and those of your Federal Supply Schedule contract, the latter will govern.

**23. INSURANCE—WORK ON A GOVERNMENT INSTALLATION (JAN 1997)(FAR 52.228-5)**

- (a) The Contractor shall, at its own expense, provide and maintain during the entire performance of this contract, at least the kinds and minimum amounts of insurance required in the Schedule or elsewhere in the contract.
- (b) Before commencing work under this contract, the Contractor shall notify the Contracting Officer in writing that the required insurance has been obtained. The policies evidencing required insurance shall contain an endorsement to the effect that any cancellation or any material change adversely affecting the Government's interest shall not be effective—
  - (1) For such period as the laws of the State in which this contract is to be performed prescribe; or
  - (2) Until 30 days after the insurer or the Contractor gives written notice to the Contracting Officer, whichever period is longer.
- (c) The Contractor shall insert the substance of this clause, including this paragraph (c), in subcontracts under this contract that require work on a Government installation and shall require subcontractors to provide and maintain the insurance required in the Schedule or elsewhere in the contract. The Contractor shall maintain a copy of all subcontractors' proofs of required insurance, and shall make copies available to the Contracting Officer upon request.

**24. ADVANCE PAYMENTS**

A payment under this contract to provide a service or deliver an article for the United States Government may not be more than the value of the service already provided or the article already delivered. Advance or pre-payment is not authorized or allowed under this contract. (31 U.S.C. 3324)



## TERMS AND CONDITIONS

### 1. SCOPE

- a. The prices, terms and conditions of Ideation's MOBIS contract are current through Refresh 19 to Solicitation Number TFTP-MC-000874-B.
- b. The Contractor shall provide services at the Contractor's facility and/or at the ordering activity location, as agreed to by the Contractor and the ordering activity.

### 2. PERFORMANCE INCENTIVES

- a. Performance incentives may be agreed upon between the Contractor and the ordering activity on individual fixed price orders or Blanket Purchase Agreements under this contract in accordance with this clause.
- b. The ordering activity must establish a maximum performance incentive price for these services and/or total solutions on individual orders or Blanket Purchase Agreements.
- c. Incentives should be designed to relate results achieved by the contractor to specified targets. To the maximum extent practicable, ordering activities shall consider establishing incentives where performance is critical to the ordering activity's mission and incentives are likely to motivate the contractor. Incentives shall be based on objectively measurable tasks.

### 3. ORDER

- a. Agencies may use written orders, EDI orders, blanket purchase agreements, individual purchase orders, or task orders for ordering services under this contract. Blanket Purchase Agreements shall not extend beyond the end of the contract period; all services and delivery shall be made and the contract terms and conditions shall continue in effect until the completion of the order. Orders for tasks which extend beyond the fiscal year for which funds are available shall include FAR 52.232-19 (Deviation – May 2003) Availability of Funds for the Next Fiscal Year. The purchase order shall specify the availability of funds and the period for which funds are available.
- b. All task orders are subject to the terms and conditions of the contract. In the event of conflict between a task order and the contract, the contract will take precedence.

### 4. PERFORMANCE OF SERVICES

- a. The Contractor shall commence performance of services on the date agreed to by the Contractor and the ordering activity.
- b. The Contractor agrees to render services only during normal working hours, unless otherwise agreed to by the Contractor and the ordering activity.
- c. The ordering activity should include the criteria for satisfactory completion for each task in the Statement of Work or Delivery Order. Services shall be completed in a good and workmanlike manner.
- d. Any Contractor travel required in the performance of IT Services must comply with the Federal Travel Regulation or Joint Travel Regulations, as applicable, in effect on the date(s) the travel is performed. Established Federal Government per diem rates will apply to all Contractor travel. Contractors cannot use GSA city pair contracts.

## **5. STOP-WORK ORDER (FAR 52.242-15) (AUG 1989)**

(a) The Contracting Officer may, at any time, by written order to the Contractor, require the Contractor to stop all, or any part, of the work called for by this contract for a period of 90 days after the order is delivered to the Contractor, and for any further period to which the parties may agree. The order shall be specifically identified as a stop-work order issued under this clause. Upon receipt of the order, the Contractor shall immediately comply with its terms and take all reasonable steps to minimize the incurrence of costs allocable to the work covered by the order during the period of work stoppage. Within a period of 90 days after a stop-work is delivered to the Contractor, or within any extension of that period to which the parties shall have agreed, the Contracting Officer shall either-

- (1) Cancel the stop-work order; or
- (2) Terminate the work covered by the order as provided in the Default, or the Termination for Convenience of the Government, clause of this contract.

(b) If a stop-work order issued under this clause is canceled or the period of the order or any extension thereof expires, the Contractor shall resume work. The Contracting Officer shall make an equitable adjustment in the delivery schedule or contract price, or both, and the contract shall be modified, in writing, accordingly, if-

- (1) The stop-work order results in an increase in the time required for, or in the Contractor's cost properly allocable to, the performance of any part of this contract; and
- (2) The Contractor asserts its right to the adjustment within 30 days after the end of the period of work stoppage; provided, that, if the Contracting Officer decides the facts justify the action, the Contracting Officer may receive and act upon the claim submitted at any time before final payment under this contract.

(c) If a stop-work order is not canceled and the work covered by the order is terminated for the convenience of the Government, the Contracting Officer shall allow reasonable costs resulting from the stop-work order in arriving at the termination settlement.

(d) If a stop-work order is not canceled and the work covered by the order is terminated for default, the Contracting Officer shall allow, by equitable adjustment or otherwise, reasonable costs resulting from the stop-work order.

## **6. INSPECTION OF SERVICES**

The Inspection of Services—Fixed Price (AUG 1996) (Deviation – May 2003) clause at FAR 52.246-4 applies to firm-fixed price orders placed under this contract. The Inspection—Time-and-Materials and Labor-Hour (JAN 1986) (Deviation – May 2003) clause at FAR 52.246-6 applies to time-and-materials and labor-hour orders placed under this contract.

## **7. RESPONSIBILITIES OF THE CONTRACTOR**

The Contractor shall comply with all laws, ordinances, and regulations (Federal, State, City, or otherwise) covering work of this character.

## **8. RESPONSIBILITIES OF THE ORDERING ACTIVITY**

Subject to security regulations, the ordering activity shall permit Contractor access to all facilities necessary to perform the requisite Services.

## **9. INDEPENDENT CONTRACTOR**

All services performed by the Contractor under the terms of this contract shall be as an independent Contractor, and not as an agent or employee of the ordering activity.

## **10. ORGANIZATIONAL CONFLICTS OF INTEREST**

### **a. Definitions.**

“Contractor” means the person, firm, unincorporated association, joint venture, partnership, or corporation that is a party to this contract.

“Contractor and its affiliates” and “Contractor or its affiliates” refers to the Contractor, its chief executives, directors, officers, subsidiaries, affiliates, subcontractors at any tier, and consultants and any joint venture involving the Contractor, any entity into or with which the Contractor subsequently merges or affiliates, or any other successor or assignee of the Contractor.

An “Organizational conflict of interest” exists when the nature of the work to be performed under a proposed ordering activity contract, without some restriction on ordering activities by the Contractor and its affiliates, may either (i) result in an unfair competitive advantage to the Contractor or its affiliates or (ii) impair the Contractor’s or its affiliates’ objectivity in performing contract work.

b. To avoid an organizational or financial conflict of interest and to avoid prejudicing the best interests of the ordering activity, ordering activities may place restrictions on the Contractors, its affiliates, chief executives, directors, subsidiaries and subcontractors at any tier when placing orders against schedule contracts. Such restrictions shall be consistent with FAR 9.505 and shall be designed to avoid, neutralize, or mitigate organizational conflicts of interest that might otherwise exist in situations related to individual orders placed against the schedule contract. Examples of situations, which may require restrictions, are provided at FAR 9.508.

## **11. INVOICES**

The Contractor, upon completion of the work ordered, shall submit invoices for services. Progress payments may be authorized by the ordering activity on individual orders if appropriate. Progress payments shall be based upon completion of defined milestones or interim products. Invoices shall be submitted monthly for recurring services performed during the preceding month.

## **12. PAYMENTS**

For firm-fixed price orders the ordering activity shall pay the Contractor, upon submission of proper invoices or vouchers, the prices stipulated in this contract for service rendered and accepted. Progress payments shall be made only when authorized by the order. For time-and-materials orders, the Payments under Time-and-Materials and Labor-Hour Contracts at FAR 52.232-7 (DEC 2002), (Alternate II – Feb 2002) (Deviation – May 2003) applies to time-and-materials orders placed under this contract. For labor-hour orders, the Payment under Time-and-Materials and Labor-Hour Contracts at FAR 52.232-7 (DEC 2002), (Alternate II – Feb 2002) (Deviation – May 2003) applies to labor-hour orders placed under this contract. 52.216-31(Feb 2007). Time-and-Materials/Labor-Hour Proposal Requirements—Commercial Item Acquisition As prescribed in 16.601(e)(3), insert the following provision:

(a) The Government contemplates award of a Time-and-Materials or Labor-Hour type of contract resulting from this solicitation.

(b) The offeror must specify fixed hourly rates in its offer that include wages, overhead, general and administrative expenses, and profit. The offeror must specify whether the fixed hourly rate for each labor category applies to labor performed by—

- (1) The offeror;
- (2) Subcontractors; and/or
- (3) Divisions, subsidiaries, or affiliates of the offeror under a common control.

## **13. RESUMES**

Resumes shall be provided to the GSA Contracting Officer or the user ordering activity upon request.

#### **14. INCIDENTAL SUPPORT COSTS**

Incidental support costs are available outside the scope of this contract. The costs will be negotiated separately with the ordering activity in accordance with the guidelines set forth in the FAR.

#### **15. APPROVAL OF SUBCONTRACTS**

The ordering activity may require that the Contractor receive, from the ordering activity's Contracting Officer, written consent before placing any subcontract for furnishing any of the work called for in a task order.

#### **16. DESCRIPTION OF SERVICES AND PRICING**

Labor Category Title: **Project Manager**

Minimum/General Experience and Years of Experience: Five (5) years of experience.

Educational Requirements: Bachelor's Degree or equivalent experience in a related field.

Functional Responsibility:

Typical responsibilities may include: Creates and executes project work plans and revises as appropriate to meet changing needs and requirements; identifies resources needed and assigns individual responsibilities; manages day-to-day operational aspects of project and scope; enforces project standards and reviews deliverables prepared by team before passing to client; prepares quality assurance procedures; minimizes our exposure and risk on project; ensures project documents are complete, current, and stored appropriately.

Labor Category Title: **Technical Editor/Writer**

Minimum/General Experience and Years of Experience: Three years of experience.

Educational Requirements: Bachelor's Degree or equivalent experience in related field.

Functional Responsibility:

Typical responsibilities may include: Edits and/or writes technical materials, such as training manuals, appendices, or operating and maintenance instructions. May assist in layout work.

Labor Category Title: **Senior Technical Editor/Writer**

Minimum/General Experience and Years of Experience: Five years of experience.

Educational Requirements: Bachelor's Degree or equivalent experience in related field.

Functional Responsibility:

Typical responsibilities may include: Edits and/or writes technical materials, such as training manuals, appendices, or operating and maintenance instructions. May assist in layout work.

Labor Category Title: **Master Technical Editor/Writer**

Minimum/General Experience and Years of Experience: Ten years of experience.

Educational Requirements: Bachelor's Degree or equivalent experience in related field.

Functional Responsibility:

Typical responsibilities may include: Edits and/or writes technical materials, such as training manuals, appendices, or operating and maintenance instructions. May assist in layout work.

Labor Category Title: **Master Instructional Designer**

Minimum/General Experience and Years of Experience: Ten years of experience.

Educational Requirements: Bachelor's Degree or equivalent experience in related field.

Functional Responsibility:

Typical responsibilities may include: Designs and develops instructional material for training courses; Demonstrates and utilizes effective needs analysis, project management, course development, and evaluation skills; Develops entry and advanced level courses for both internal and external audiences; Utilizes multimedia technology and authoring tools; Acts as liaison between R&D and I.D. in determining needs of the course and appropriate method of delivery; manages instructional designers and acts as initial quality assurance on such materials.

Labor Category Title: **Senior Instructional Designer**

Minimum/General Experience and Years of Experience: Eight years of experience.

Educational Requirements: Bachelor's Degree or equivalent experience in related field.

Functional Responsibility:

Typical responsibilities may include: Designs and develops instructional material for training courses; Demonstrates and utilizes effective needs analysis, project management, course development, and evaluation skills; Develops entry and advanced level courses for both internal and external audiences; Utilizes multimedia technology and authoring tools; Acts as liaison between R&D and I.D. in determining needs of the course and appropriate method of delivery.

Labor Category Title: **Instructional Designer**

Minimum/General Experience and Years of Experience: Five years of experience.

Educational Requirements: Bachelor's Degree or equivalent experience in related field.

Functional Responsibility:

Typical responsibilities may include: Assists in the design and development of instructional material for training courses; Assists in the development of entry and advanced level courses for both internal and external audiences; Utilizes multimedia technology and authoring tools

Labor Category Title: **Facilitator**

Minimum/General Experience and Years of Experience: Five years of experience.

Educational Requirements: Bachelor's Degree or equivalent experience in related field.

Functional Responsibility:

Typical responsibilities may include: Creates collaborative client relationships and plans appropriate group processes; Creates and sustains a participatory environment; Guides group to appropriate and useful outcomes; Builds and maintains professional knowledge; Models positive professional attitude.

Labor Category Title: **Facilitator-Master**

Minimum/General Experience and Years of Experience: Ten years of experience.

Educational Requirements: Bachelor's Degree or equivalent experience in related field.

Functional Responsibility:

Typical responsibilities may include: Creates collaborative client relationships and plans appropriate group processes; Creates and sustains a participatory environment; Guides group to appropriate and useful outcomes; Builds and maintains professional knowledge; Models positive professional attitude.

Labor Category Title: **Senior Training Specialist**

Minimum/General Experience and Years of Experience: Five years of experience.

Educational Requirements: Bachelor's Degree or equivalent experience in related field.

Functional Responsibility:

Typical responsibilities may include: Identifies training needs through needs assessments, surveys, meetings, and interviews; Plans, develops and implements a comprehensive training program responsive to learner needs Coordinates in-house/off-site training programs and outreach/special events while ensuring compliance with the appropriate guidelines, policies, and internal controls; Develops educational goals and objectives for the organization and employees. Initiates student curriculum, instructor guides, reports and correspondence; Prepares audio visual materials related to the training function.

Labor Category Title: **Master Training Specialist**

Minimum/General Experience and Years of Experience: Ten years of experience.

Educational Requirements: Bachelor's Degree or equivalent experience in related field.

Functional Responsibility:

Typical responsibilities may include: Identifies training needs through needs assessments, surveys, meetings, and interviews; Plans, develops and implements a comprehensive training program responsive to learner needs Coordinates in-house/off-site training programs and outreach/special events while ensuring compliance with the appropriate guidelines, policies, and internal controls; Develops educational goals and objectives for the organization and employees. Initiates student curriculum, instructor guides, reports and correspondence; Prepares audio visual materials related to the training function.

Labor Category Title: **Graphic Artist**

Minimum/General Experience and Years of Experience: Five years of experience.

Educational Requirements: Bachelor's Degree or equivalent experience in related field.

Functional Responsibility:

Typical responsibilities may include: Interacts with clients and uses words, text, computer graphics and other media to enhance message. Develops visual solutions to communication needs. Executes solutions through a variety of media and materials.

Labor Category Title: **Graphic Artist-Senior**

Minimum/General Experience and Years of Experience: Seven years of experience.

Educational Requirements: Bachelor's Degree or equivalent experience in related field.

Functional Responsibility:

Typical responsibilities may include: Interacts with clients and uses words, text, computer graphics and other media to enhance message. Develops visual solutions to communication needs. Executes solutions through a variety of media and materials.

Labor Category Title: **Quality Assurance/Quality Control Officer**

Minimum/General Experience and Years of Experience: Five years of experience in the analysis and/or design of business applications and/or engineering problems.

Educational Requirements: Bachelor's Degree or equivalent experience in related field.

Functional Responsibility:

Typical responsibilities may include: Sets quality assurance compliance objectives to achieve targets; Promotes performance improvement and quality assurance programs throughout the organization; Ensures product compliance with international and national legislation and standards; Defines quality measures in conjunction with working staff; Maintains and sets up documentation and control procedures; Leads the staff of various disciplines to plan, develop and agree on broad quality procedures.

Labor Category Title: **e-Learning Developer-Master**

Minimum/General Experience and Years of Experience: Ten (10) years of experience in the learning analysis and software design, e-learning development and complex application experience.

Educational Requirements: Master's Degree or equivalent experience in a related field.

Functional Responsibility:

Typical responsibilities may include: Primary technical interface with the customers; Oversees teams of technical personnel; Interacts with clients and technical resources to ensure on-time, within-budget delivery of information system specifications; Develops course and course materials for web-based, distance learning and e-learning training.

Labor Category Title: **e-Learning Developer-Senior**

Minimum/General Experience and Years of Experience: Eight (8) years of experience in the learning analysis and software design, e-learning development and complex application experience.

Educational Requirements: Bachelor's Degree or equivalent experience in a related field.

Functional Responsibility:

Typical responsibilities may include: Primary technical interface with the customers; Oversees teams of technical personnel; Interacts with clients and technical resources to ensure on-time, within-budget delivery of information system specifications; Develops course and course materials for web-based, distance learning and e-learning training.

**Labor Category Title: e-Learning Developer**

Minimum/General Experience and Years of Experience: Five (5) years of experience in the learning analysis and software design, e-learning development and complex application experience.

Educational Requirements: Bachelor's Degree or equivalent experience in a related field.

Functional Responsibility:

Typical responsibilities may include: Interacts with clients and technical resources to ensure on-time, within-budget delivery of information system specifications; Develops course and course materials for web-based, distance learning and e-learning training.

**Labor Category Title: Subject Matter Expert**

Minimum/General Experience and Years of Experience: Five years of experience.

Educational Requirements: Bachelor's Degree or equivalent experience in related field.

Functional Responsibility:

Typical responsibilities may include: Provides functional expertise related to the design, development and implementation of course and course materials; Reviews materials, policies and quality to ensure products properly meet the functional needs of the target audience; Provides content and facilitates development and design of product.

**Labor Category Title: Subject Matter Expert-Senior**

Minimum/General Experience and Years of Experience: Eight years of experience.

Educational Requirements: Bachelor's Degree or equivalent experience in related field.

Functional Responsibility:

Typical responsibilities may include: Provides functional expertise related to the design, development and implementation of course and course materials; Reviews materials, policies and quality to ensure products properly meet the functional needs of the target audience; Provides content and facilitates development and design of product.

**Labor Category Title: Subject Matter Expert-Master**



Minimum/General Experience and Years of Experience: Ten years of experience.

Educational Requirements: Master's Degree or equivalent experience in related field.

Functional Responsibility:

Typical responsibilities may include: Provides functional expertise related to the design, development and implementation of course and course materials; Reviews materials, policies and quality to ensure products properly meet the functional needs of the target audience; Provides content and facilitates development and design of product.

Labor Category Title: **Video Specialist**

Minimum/General Experience and Years of Experience: Ten (10) years of experience in the field.

Educational Requirements: Bachelor's Degree or equivalent experience in a related field.

Functional Responsibility:

Typical responsibilities may include: Oversees members in a team effort; Operates video equipment, lights, screens and records courses for training enhancement purposes, presentations, meetings and news conferences. Integrates video into computer-based training courses and other e-learning formats; Ensures the capturing of events for analysis and reuse.

Labor Category Title: **Word Processor**

Minimum/General Experience and Years of Experience: Three years of experience.

Educational Requirements: Bachelor's Degree or equivalent experience in related field.

Functional Responsibility:

Typical responsibilities may include: Uses word processor/computer to type letters, reports, forms, or other material from rough draft, corrected copy, or voice recording; Uses word processing commands to format the material and instruct the machine to correct spelling or grammar errors, number pages automatically, adjust the margins or line length, or perform a host of other functions; Inspects completed documents, and arranges copies of the document for presentation or for filing.

Labor Category Title: **Word Processor-Senior**

Minimum/General Experience and Years of Experience: Five years of experience.

Educational Requirements: Bachelor's Degree or equivalent experience in related field.

Functional Responsibility:

Typical responsibilities may include: Uses word processor/computer to type letters, reports, forms, or other material from rough draft, corrected copy, or voice recording; Uses word processing commands to format the material and instruct the machine to correct spelling or grammar errors, number pages automatically, adjust the margins or line length, or perform a host of other functions; Inspects completed documents, and arranges copies of the document for presentation or for filing.

Labor Category Title: **Word Processor-Master**

Minimum/General Experience and Years of Experience: Ten years of experience.

Educational Requirements: Bachelor's Degree or equivalent experience in related field.

Functional Responsibility:

Typical responsibilities may include: Uses word processor/computer to type letters, reports, forms, or other material from rough draft, corrected copy, or voice recording; Uses word processing commands to format the material and instruct the machine to correct spelling or grammar errors, number pages automatically, adjust the margins or line length, or perform a host of other functions; Inspects completed documents, and arranges copies of the document for presentation or for filing.

Labor Category Title: **Business Analyst**

Minimum/General Experience and Years of Experience: Five years of experience.

Educational Requirements: Bachelor's Degree or equivalent experience in related field.

Functional Responsibility:

Typical responsibilities may include: Evaluates information gathered to reconcile conflicts, decomposes high-level information into details, and generalizes details. Develops storyboards and process flow charts. Collaborates with developers and subject matter experts to analyze tradeoffs between usability and performance needs.

Labor Category Title: **Business Analyst-Senior**

Minimum/General Experience and Years of Experience: Seven years of experience.

Educational Requirements: Bachelor's Degree or equivalent experience in related field.

Functional Responsibility:

Typical responsibilities may include: Evaluates information gathered to reconcile conflicts, decomposes high-level information into details, and generalizes details. Develops storyboards and process flow charts. Collaborates with developers and subject matter experts to analyze tradeoffs between usability and performance needs.

Labor Category Title: **Business Analyst-Master**

Minimum/General Experience and Years of Experience: Ten years of experience.

Educational Requirements: Bachelor's Degree or equivalent experience in related field.

Functional Responsibility:

Typical responsibilities may include: Evaluates information gathered to reconcile conflicts, decomposes high-level information into details, and generalizes details. Develops storyboards and process flow charts. Collaborates with developers and subject matter experts to analyze tradeoffs between usability and performance needs.

Labor Category Title: **Systems Analyst**

Minimum/General Experience and Years of Experience: Five years of experience.

Educational Requirements: Bachelor's Degree or equivalent experience in related field.

Functional Responsibility:

Typical responsibilities may include: Performs business process analysis of business systems and/or engineering technology problems. Develops business process diagrams. Develops storyboards and process flow charts. Conducts systems analysis and design.

Labor Category Title: **Systems Analyst-Senior**

Minimum/General Experience and Years of Experience: Seven years of experience.

Educational Requirements: Bachelor's Degree or equivalent experience in related field.

Functional Responsibility:

Typical responsibilities may include: Performs business process analysis of business systems and/or engineering technology problems. Develops business process diagrams. Develops storyboards and process flow charts. Conducts systems analysis and design.

Labor Category Title: **Systems Analyst-Master**

Minimum/General Experience and Years of Experience: Ten years of experience.

Educational Requirements: Bachelor's Degree or equivalent experience in related field.

Functional Responsibility:

Typical responsibilities may include: Performs business process analysis of business systems and/or engineering technology problems. Develops business process diagrams. Develops storyboards and process flow charts. Conducts systems analysis and design.

Labor Category Title: **Training Coordinator**

Minimum/General Experience and Years of Experience: Five years of experience.

Educational Requirements: Bachelor's Degree or equivalent experience in related field.

Functional Responsibility:

Typical responsibilities may include: Collaborating with sites and trainers on training dates, handles logistics of travel including hotel, car rental and airline flights, coordinates with site to ensure appropriate materials are available for trainings.

## PRODUCTS AND SERVICES PRICELIST

### SIN 874-1 – INTEGRATED CONSULTING SERVICES

**NAICS 541611** Administrative Management and General Management Consulting Services

### SIN 874-4 – TRAINING SERVICES: Instructor Led Training, Web Based Training

**and Education Courses, Course Development and Test Administration**

**NAICS 611430** Professional and Management Development Training

	1/21/2013 thru 1/20/2014	1/21/2014 thru 1/20/2015	1/21/2015 thru 1/20/2016	1/21/2016 thru 1/20/2017	1/21/2017 thru 1/20/2018	
Project Manager	\$165.01	\$167.65	\$170.33	\$173.06	\$175.83	
Technical Editor / Writer - Master	\$118.97	\$120.87	\$122.81	\$124.77	\$126.77	
Technical Editor / Writer - Senior	\$95.66	\$97.19	\$98.75	\$100.33	\$101.93	
Facilitator - Master	\$153.00	\$155.45	\$157.94	\$160.46	\$163.03	
Facilitator - Senior	\$133.57	\$135.71	\$137.88	\$140.08	\$142.33	
eLearning Developer - Senior	\$122.60	\$124.56	\$126.55	\$128.58	\$130.64	
eLearning Developer - Mid	\$107.89	\$109.62	\$111.37	\$113.15	\$114.96	
eLearning Developer - Junior	\$72.35	\$73.51	\$74.68	\$75.88	\$77.09	
Education & Training Specialist	\$130.46	\$132.55	\$134.67	\$136.82	\$139.01	
Instructional Designer - Senior	\$109.50	\$111.25	\$113.03	\$114.84	\$116.68	
Instructional Designer - Mid	\$76.18	\$77.40	\$78.64	\$79.90	\$81.17	
Instructional Designer - Junior	\$68.56	\$69.66	\$70.77	\$71.90	\$73.05	
Training Specialist - Master	\$138.92	\$141.14	\$143.40	\$145.70	\$148.03	
Training Specialist - Senior	\$130.42	\$132.51	\$134.63	\$136.78	\$138.97	
Quality Assurance / Quality Control Officer	\$142.83	\$145.12	\$147.44	\$149.80	\$152.19	
Subject Matter Expert - Master	\$134.95	\$137.11	\$139.30	\$141.53	\$143.80	
Subject Matter Expert - Senior	\$119.27	\$121.18	\$123.12	\$125.09	\$127.09	
Subject Matter Expert - Mid	\$91.39	\$92.85	\$94.34	\$95.85	\$97.38	
Video Specialist	\$106.56	\$108.26	\$110.00	\$111.76	\$113.55	
Word Processor - Master	\$85.83	\$87.20	\$88.60	\$90.02	\$91.46	
Word Processor - Senior	\$70.94	\$72.08	\$73.23	\$74.40	\$75.59	
	11/15/2013 thru 1/20/2014	1/21/2014 thru 1/20/2015	1/21/2015 thru 1/20/2016	1/21/2016 thru 1/20/2017	1/21/2017 thru 1/20/2018	
Business Analyst	\$108.76	\$110.50	\$112.27	\$114.06	\$115.89	Labor Category added in the mod PO-0004
Business Analyst - Senior	\$119.31	\$121.22	\$123.16	\$125.13	\$127.13	Labor Category added in the mod PO-0004
Business Analyst - Master	\$168.51	\$171.21	\$173.95	\$176.73	\$179.56	Labor Category added in the mod PO-0004
Systems Analyst	\$115.25	\$117.09	\$118.97	\$120.87	\$122.80	Labor Category added in the mod PO-0004
Systems Analyst - Senior	\$135.64	\$137.81	\$140.02	\$142.26	\$144.53	Labor Category added in the mod PO-0004
Systems Analyst - Master	\$157.83	\$160.36	<b>20</b> \$162.92	\$165.53	\$168.18	Labor Category added in the mod PO-0004



GSA discount rates include the IFF. All rates are fully burdened.

Prompt payment discount of 1%. Payment must be received within 20 days of invoice date to receive discount.

## USA COMMITMENT TO PROMOTE SMALL BUSINESS PARTICIPATION PROCUREMENT PROGRAMS

### PREAMBLE

IDEATION, INC. provides commercial products and services to ordering activities. We are committed to promoting participation of small, small disadvantaged and women-owned small businesses in our contracts. We pledge to provide opportunities to the small business community through reselling opportunities, mentor-protégé programs, joint ventures, teaming arrangements, and subcontracting.

### COMMITMENT

To actively seek and partner with small businesses.

To identify, qualify, mentor and develop small, small disadvantaged and women-owned small businesses by purchasing from these businesses whenever practical.

To develop and promote company policy initiatives that demonstrate our support for awarding contracts and subcontracts to small business concerns.

To undertake significant efforts to determine the potential of small, small disadvantaged and women-owned small business to supply products and services to our company.

To insure procurement opportunities are designed to permit the maximum possible participation of small, small disadvantaged and women-owned small businesses.

To attend business opportunity workshops, minority business enterprise seminars, trade fairs, procurement conferences, etc., to identify and increase small businesses with whom to partner.

To publicize in our marketing publications our interest in meeting small businesses that may be interested in subcontracting opportunities.

We signify our commitment to work in partnership with small, small disadvantaged and women-owned small businesses to promote and increase their participation in ordering activity contracts. To accelerate potential opportunities please contact Gopal Raja, 703-345-0010, [gopalraja@ideationinc.com](mailto:gopalraja@ideationinc.com).

BEST VALUE  
BLANKET PURCHASE AGREEMENT  
FEDERAL SUPPLY SCHEDULE

IDEATION, INC.

In the spirit of the Federal Acquisition Streamlining Act (ordering activity) and (Contractor) enter into a cooperative agreement to further reduce the administrative costs of acquiring commercial items from the General Services Administration (GSA) Federal Supply Schedule Contract(s) \_\_\_\_\_.

Federal Supply Schedule contract BPAs eliminate contracting and open market costs such as: search for sources; the development of technical documents, solicitations and the evaluation of offers. Teaming Arrangements are permitted with Federal Supply Schedule Contractors in accordance with Federal Acquisition Regulation (FAR) 9.6.

This BPA will further decrease costs, reduce paperwork, and save time by eliminating the need for repetitive, individual purchases from the schedule contract. The end result is to create a purchasing mechanism for the ordering activity that works better and costs less.

Signatures

\_\_\_\_\_  
Ordering Activity

\_\_\_\_\_  
Date

\_\_\_\_\_  
Contractor

\_\_\_\_\_  
Date

BPA NUMBER\_\_\_\_\_

IDEATION, INC.  
BLANKET PURCHASE AGREEMENT

Pursuant to GSA Federal Supply Schedule Contract Number(s)\_\_\_\_\_, Blanket Purchase Agreements, the Contractor agrees to the following terms of a Blanket Purchase Agreement (BPA) EXCLUSIVELY WITH (ordering activity):

- (1) The following contract items can be ordered under this BPA. All orders placed against this BPA are subject to the terms and conditions of the contract, except as noted below:

MODEL NUMBER/PART NUMBER	*SPECIAL	BPA	DISCOUNT/PRICE
_____	_____		
_____	_____		
_____	_____		

- (2) Delivery:

DESTINATION	DELIVERY	SCHEDULES	/	DATES
_____	_____			
_____	_____			
_____	_____			

- (3) The ordering activity estimates, but does not guarantee, that the volume of purchases through this agreement will be \_\_\_\_\_.

- (4) This BPA does not obligate any funds.

- (5) This BPA expires on \_\_\_\_\_ or at the end of the contract period, whichever is earlier.

- (6) The following office(s) is hereby authorized to place orders under this BPA:

OFFICE	POINT	OF	CONTACT
_____	_____		
_____	_____		
_____	_____		

- (7) Orders will be placed against this BPA via Electronic Data Interchange (EDI), FAX, or paper.

- (8) Unless otherwise agreed to, all deliveries under this BPA must be accompanied by delivery tickets or sales slips that must contain the following information as a minimum:

- (a) Name of Contractor;
- (b) Contract Number;
- (c) BPA Number;
- (d) Model Number or National Stock Number (NSN);
- (e) Purchase Order Number;
- (f) Date of Purchase;



(g) Quantity, Unit Price, and Extension of Each Item (unit prices and extensions need not be shown when incompatible with the use of automated systems; provided, that the invoice is itemized to show the information); and

(h) Date of Shipment.

(9) The requirements of a proper invoice are specified in the Federal Supply Schedule contract. Invoices will be submitted to the address specified within the purchase order transmission issued against this BPA.

(10) The terms and conditions included in this BPA apply to all purchases made pursuant to it. In the event of an inconsistency between the provisions of this BPA and the Contractor's invoice, the provisions of this BPA will take precedence.

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#### BASIC GUIDELINES FOR USING "CONTRACTOR TEAM ARRANGEMENTS"

Federal Supply Schedule Contractors may use "Contractor Team Arrangements" (see FAR 9.6) to provide solutions when responding to a ordering activity requirements.

These Team Arrangements can be included under a Blanket Purchase Agreement (BPA). BPAs are permitted under all Federal Supply Schedule contracts.

Orders under a Team Arrangement are subject to terms and conditions of the Federal Supply Schedule Contract.

Participation in a Team Arrangement is limited to Federal Supply Schedule Contractors.

Customers should refer to FAR 9.6 for specific details on Team Arrangements.

Here is a general outline on how it works:

- The customer identifies their requirements.
- Federal Supply Schedule Contractors may individually meet the customers needs, or -
- Federal Supply Schedule Contractors may individually submit a Schedules "Team Solution" to meet the customer's requirement.
- Customers make a best value selection.